

## **ABOUT ADVERTISING WITH PATHWAYS:**

*Pathways* magazine is a publication of the International Chiropractic Pediatric Association (ICPA, Inc.), endorsed by the Holistic Pediatric Association (HPA) and Families for Conscious Living (FCL). All three organizations are non-profit organizations committed to offering the resources for parents to make informed health care choices for their families.

*Pathways* is a beautifully laid out, full-color magazine printed quarterly to reach parents throughout North America, Europe, Australia and New Zealand. Its informative articles are timely and thought provoking. Topics include Wellness Lifestyle, Nutrition, Mind Body, Holistic Care, Pregnancy/Birth and Breastfeeding.

Our readership includes many types of Holistic Practitioners, their clients and public subscribers. To date our paid subscription is up to 20,000 very committed readers in North America, Europe, Australia and New Zealand. In addition, we distribute another 10,000 issues to practitioners and public groups. These numbers continue to grow considerably, as feedback and demand for the magazine is outstanding. Our presence on newsstands such as Borders, Barnes & Noble, and Amazon.com are included in these sales.

We are extremely selective of our content, including advertising, and the products included in our magazine are endorsed by the ICPA, HPA, and FCL which adds credibility and encouragement for sales. Doctors of Chiropractic and other Holistic Providers are notorious for their ability to educate and encourage parents to utilize services and products that support their family's wellness lifestyle. Members of all three organizations are particularly enthusiastic about these endorsed products and services.

Additionally most of our subscribers are holistic practitioners and the ongoing exposure of *Pathways* in reception areas is profound. Our newest, far-reaching program, Pathways Connect, has brought this magazine to a new level of distribution and exposure. Read more about this outstanding community outreach program here:

<http://pathwaystofamilywellness.org/Connect>

In addition to your advertisement in *Pathways*, your product and company contact information is listed on our website. Display ads are strategically placed throughout our magazine and marketplace ads are positioned on a special advertising page. All advertising will be included in digital issues of *Pathways* and listed under the Marketplace section of our website. Additionally, the *Pathways* website offers back issues and is well-visited by our readership and other interested parents, so your advertisements will receive continued exposure. *Pathways* magazine is internationally advertised via various Family Wellness websites and magazines.

You will receive two (2) copies of *Pathways*. If you would like to have more, please let us know.

**ADVERTISING CALENDAR FOR DISPLAY ADVERTISEMENTS:**

<b>Pathways Issue</b>	<b>Contract/Payment Deadline</b>	<b>Artwork/Ad Copy Deadline</b>
1 <sup>st</sup> Quarter Issue (Mar./Apr./May)	December 1 <sup>st</sup>	January 1 <sup>st</sup>
2 <sup>nd</sup> Quarter Issue (June/July/Aug.)	February 1 <sup>st</sup>	March 1 <sup>st</sup>
3 <sup>rd</sup> Quarter Issue (Sep./Oct./Nov.)	May 1 <sup>st</sup>	June 1 <sup>st</sup>
4 <sup>th</sup> Quarter Issue (Dec./Jan./Feb.)	August 1 <sup>st</sup>	September 1 <sup>st</sup>

All artwork must be e-mailed to our graphic designer at:  
[graphics@pathwaystofamilywellness.org](mailto:graphics@pathwaystofamilywellness.org) by the above listed dates.

Payment is due **on or before** the date listed under Contract/Payment Deadline column above.

**ADVERTISING RATES:**

<b>Ad Size</b>	<b>1-time Rate</b>	<b>4-time Rate</b>
Full Page	\$2,000	\$1,500 per issue
Market Place	\$350	\$300 per issue

*All funds U.S. dollars*

**ADVERTISING CONTRACT:**

I would like to run the following size ad for a **4-time** minimum:

Full Page    Market Place

I would like to run the following size ad for a **1-time** insertion:

Full Page    Market Place

I will start my ad with the following issue: *(Please check box)*

**1<sup>st</sup> Quarter Issue**  
(Mar./Apr./May)

**2<sup>nd</sup> Quarter Issue**  
(June/July/Aug.)

**3<sup>rd</sup> Quarter Issue**  
(Sep./Oct./Nov.)

**4<sup>th</sup> Quarter Issue**  
(Dec./Jan./Feb.)

**For All Advertisers:**

I will submit artwork, return ad proofs and payment by the indicated contract deadlines.

I understand and agree that payment will be charged 4 weeks prior to publication printing for each issue as listed in contract deadlines.

Both checks and credit cards are accepted for payment by U.S. advertisers. All foreign payment is by credit card only.

**For Four-Time Minimum Advertisers:**

I may choose to change ad content or upgrade ad size for any contracted issue and agree that any changes must be received by *Pathways* in accordance with the issue deadline.

I may request assistance with graphic design. There will be additional charges for this service, to be quoted on an individual basis. Deadline for graphic design services is same date contract is signed.

I agree that if I discontinue my annual contract prior to its completion date, each ad previously printed will be prorated to the *Pathways* one-time rate.

I am authorizing ICPA, Inc. to keep my credit card on file for future ad payments and for any additional charges if I do not fulfill the annual contract.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



Advertising Company Name: \_\_\_\_\_

Company Representative & Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV#: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Checks should be made payable to: ICPA, Inc.

**Please fill out pages 3 & 4 of the contract and fax or mail along with payment to:**

Pathways  
ATTN: Advertising  
327 N. Middletown Rd.  
Media, PA 19063

Fax: 610-565-3567